

Tourism Development Committee (TDC) Minutes

May 5, 2011

10:00-11:00 am.

Kirkland City Hall, Houghton Room

Present: Penny Sweet (Chair), Jac Cooper, Ryan Noel, Kathryn McNeill
(absent) Belinda Jensen, Dan Mayer

Approval of Minutes

There was a motion to approve the April 7 minutes with one clarification regarding the visitor center funding being one-time and for start up costs such as signs, etc.

Chair and Staff Reports

Ellen Miller-Wolfe reported that the Cultural Council is not going to be putting on the Fish Frolic this year, so the funds that were set aside for them may be available for other uses. Ellen recommends one way of using these funds is to add to the Bookfest event. The Committee agreed to think about what the options would be to utilize those funds toward additional programming in the evening. Jac would like additional information regarding her budget. The Committee would like to discuss this further when more information is gathered on the event.

Staff reported on the loss of Christina Starr and transition to new a contact, Erika Schmidt, President of Frause.

Bookfest 2011 Event

Guest: Sheryn Hara

The event is schedule for October 1 and 2, 2011 in the area between PKCC, Library, KPC, and Teen Center. The goal is to have 150 vendors. Ellen will assist the event in their search for local food vendors. Families and literacy programming is going to be the focus. Deborah Schneider with KCLS is doing the programming. She is also talking to the "Seattle 7", the local NY Times bestselling authors to see if they can come to KPC. Sheryn will be pulling in book publishers. Parkplace Books will be the anchor bookstore. It will stock and sell the books for celebrity authors. \$5 donation will be requested per person; \$10 per family. Sheryn is the coordinator and the responsible party, but it is a joint sponsorship with KCLS. City of Kirkland is assisting as needed. The Library is providing Deborah and programming for children, printing (8,000 programs, bookmarks, posters, banners). She is still determining the vendor fee and what that will look like. She would like to generate enough money this year to provide seed money for next year's event to ensure that it is an on-going event. If they make extra funds, they would like to donate to literacy programs. Seattle Bookfest has drawn 8-10 thousand people. Sheryn's goal is 5,000 people.

Ellen reported on an opportunity to be featured on the Travel Channel, with both regional and national coverage. The City would get the product for our own use as well.

The meeting adjourned at 11:15.